



IRELAND MEDIA LANDSCAPE

www.themediavantage.com



Country overview

A SMALL COUNTRY PROSPERING THROUGH ITS HIGH STANDRD OF LIVING

Overview of Ireland



CAPITAL
Dublin

REGION
Europe

GDP PER CAPITA, PPP
\$79,617

GDP
\$382.5 billion

POPULATION
4,853,506

AREA
70,273 SQ.KM

The Republic of Ireland is a young island nation in the Atlantic Ocean, functioning as a parliamentary democracy.

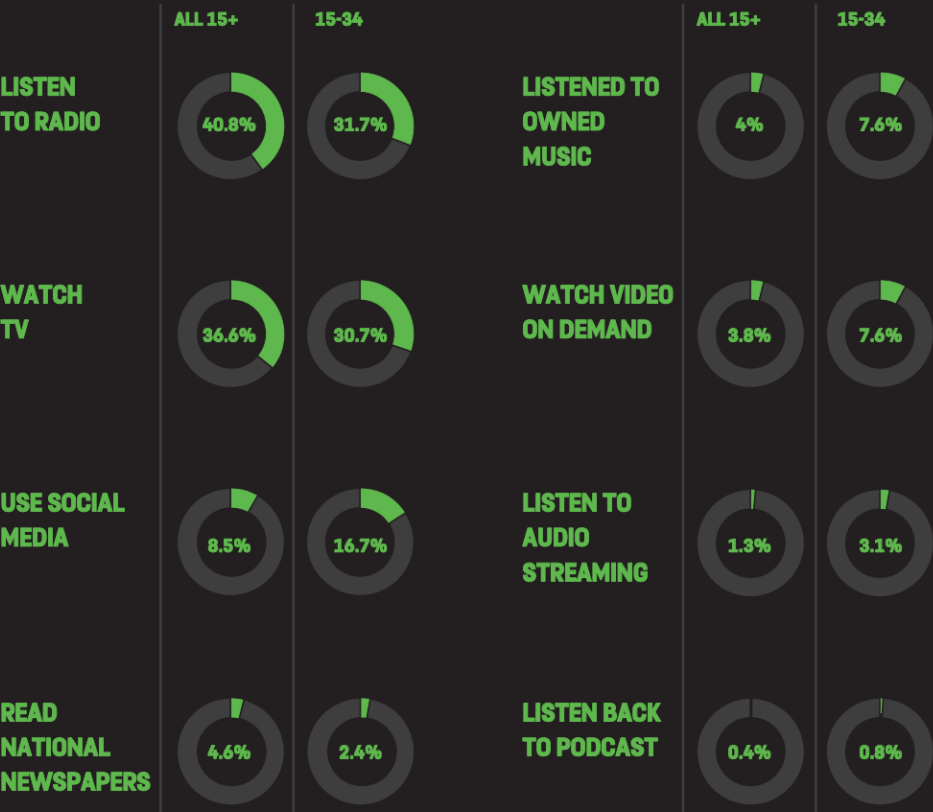
Ireland has a small, trade-dependent economy, and multi-nationals dominate the export sector. Low taxation policies encourage international business development in Ireland.


English and Irish, or Gaelic, are the official languages, with the latter spoken by about 40 percent of the country's roughly 5 million residents.

Media Consumption Overview

DIGITAL IS QUICKLY CATCHING UP WITH WIDELY USED TRADITIONAL MEDIA

SHARE OF TIME SPENT ON MEDIA, AVERAGE DAY





Still a very popular medium



Over 2 hours spent watching TV



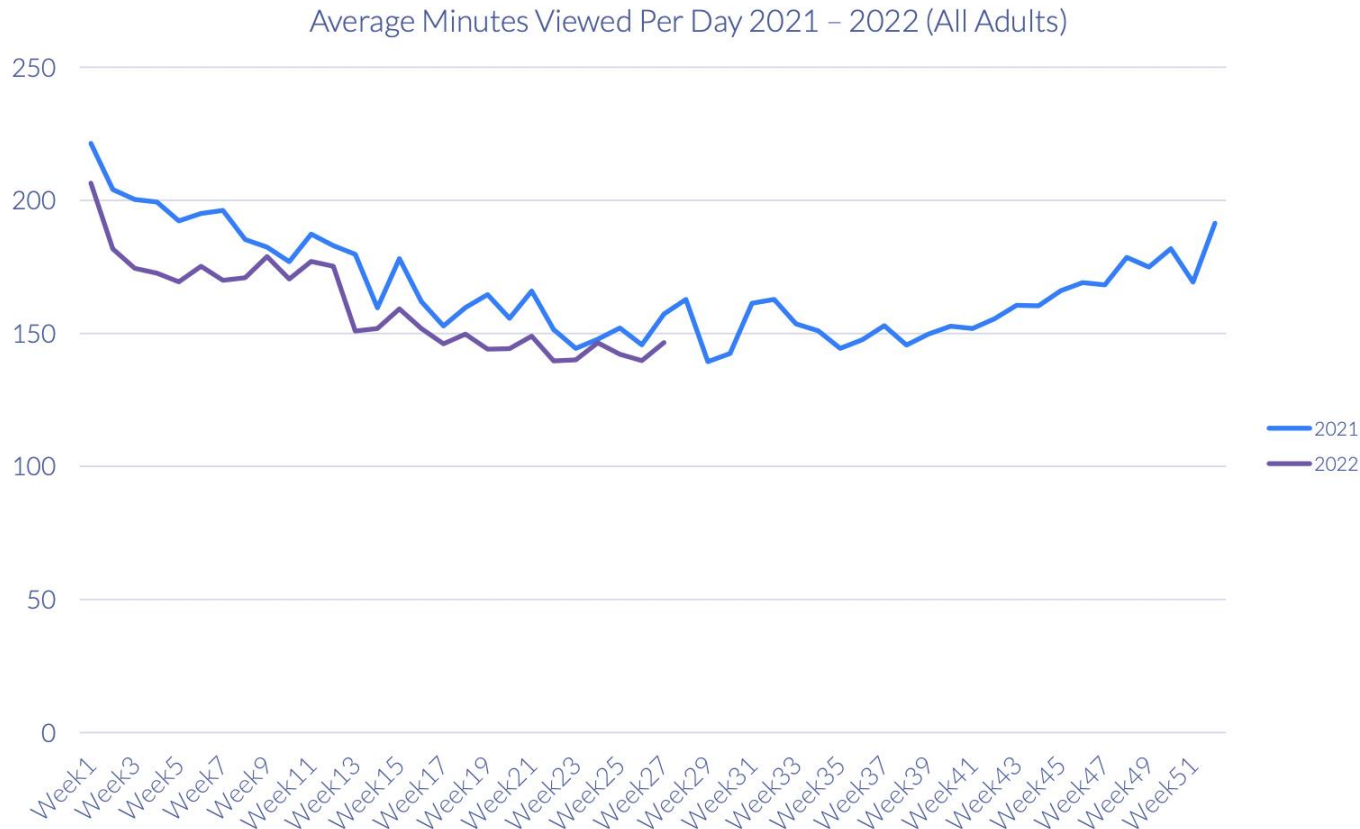
Readership slowly moving online



One of the world's most technologically-literate population

TV Consumption

TV IS THE MOST POPULAR TRADITIONAL MEDIA IN IRELAND



- The average tv time consumption has been 2 hours 40 minutes in 2022
- From January to June 2022, the adult viewing time has been down by 8.1%

TV Consumption

TOP TV STATIONS

Channel\Variables	Reach %	Share
RTÉ One	73.7	17.85
RTÉ One + 1	39.1	1.21
RTÉ2	63.2	3.86
RTÉjr	9.1	0.39
Virgin Media One	67.6	10.53
Virgin Media One +1	18.0	0.34
Virgin Media Two	52.9	3.44
Virgin Media Three	39.9	1.65
TG4	44.8	1.63
eir Sport 1	6.0	0.08
Channel 4 Ireland	40.0	1.57
Channel 4 + 1 Ireland	10.0	0.14
More4	26.9	0.99
E4	29.7	0.86
E4 +1	9.7	0.15
Film4	19.1	0.54
Comedy Central	27.2	0.76
Comedy Central Extra	14.0	0.27
Discovery Ireland	15.7	0.39
Discovery ID Ireland	5.6	0.36
E! Entertainment	12.2	0.12
MTV	11.9	0.17
Nickelodeon	7.2	0.25
Nick Jr	11.2	0.47
Nicktoons	7.3	0.20
Nick Jr Too	9.7	0.72

RTÉ

RTE runs the most popular channels in the entertainment category.

Virgin one

Virgin has the next best reach in the category.

sky

In the sports and news categories, Sky channels have the highest reach across Ireland.

Channel\Variables	Reach %	Share
Sky 1	35.5	1.48
Sky 2	13.2	0.23
Sky News	19.9	0.92
Sky Sports Main Event	20.2	2.02
Sky Sports Football	8.2	0.15
Sky Sports Golf	7.0	0.37
Sky Sports Premier League	15.6	0.53
Sky Sports News	18.7	0.84
Sky Witness	21.9	0.83
Sky Atlantic	12.9	0.26
TLC	17.6	0.55
Pick	10.2	0.17
Challenge	13.4	0.58
Dave	19.6	0.36
GOLD	26.1	0.76
Alibi	10.3	0.48
W	18.6	0.57
Really	13.1	0.39
Drama	11.9	0.72
BBC1	47.4	3.54
BBC2	38.4	1.59
Other	88.2	32.02
RTÉ2 + 1	10.9	0.19
CBS Reality	11.0	0.70
CBS Justice	8.0	0.40
Virgin Media Sport	9.1	0.08

Radio Consumption

ALMOST 80% IRISH LISTEN TO RADIO EVERY WEEKDAY

Irish radio continues to be the audio medium of choice for people in Ireland with 85.5% share of the audio market in Ireland

Irish radio's strong on-air performance is complemented across its digital platforms with over 10.6 million social connections

3.2m

People listen to radio every weekday

51.6% 43.4%

Listened to a local or regional station

Listened to a national station

Radio Consumption

COUNTRY'S TOP NETWORKS

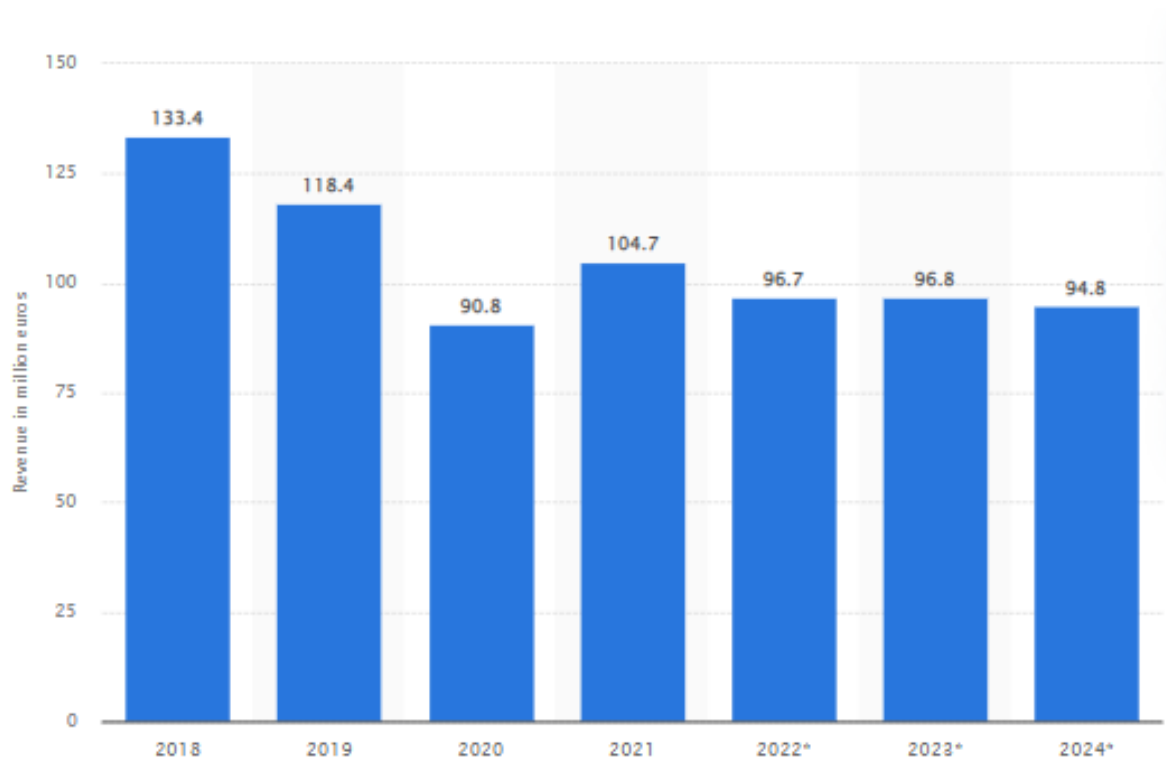
Top Radio Stations by Market share (2021)

1. RTÉ Radio 1	23%
2. Cork's Red FM	22%
3. Cork's 96FM	20.7%
4. Beat 102-103	15.5%
5. Spin South West	11.8%
6. C103	11%
7. FM104	10.9%
8. Today FM	7.4%
9. 98FM	7.1%
10. Spin 103.8	6.6%

Print Consumption

AN ESTEEMED MEDIUM

**Newspaper advertising revenue in Ireland from 2018 to 2024
(in million euros)**



- Ireland has typically been a nation of readers, but over the past decade, the country has seen print readership take a fall
- Although the numbers have declined substantially, print still reaches a highly valued section of society in good numbers
- Revenue in the Newspapers & Magazines segment is projected to reach US\$459.00m in 2022
- The country has a wide-range of quality offerings in this medium

Print Consumption

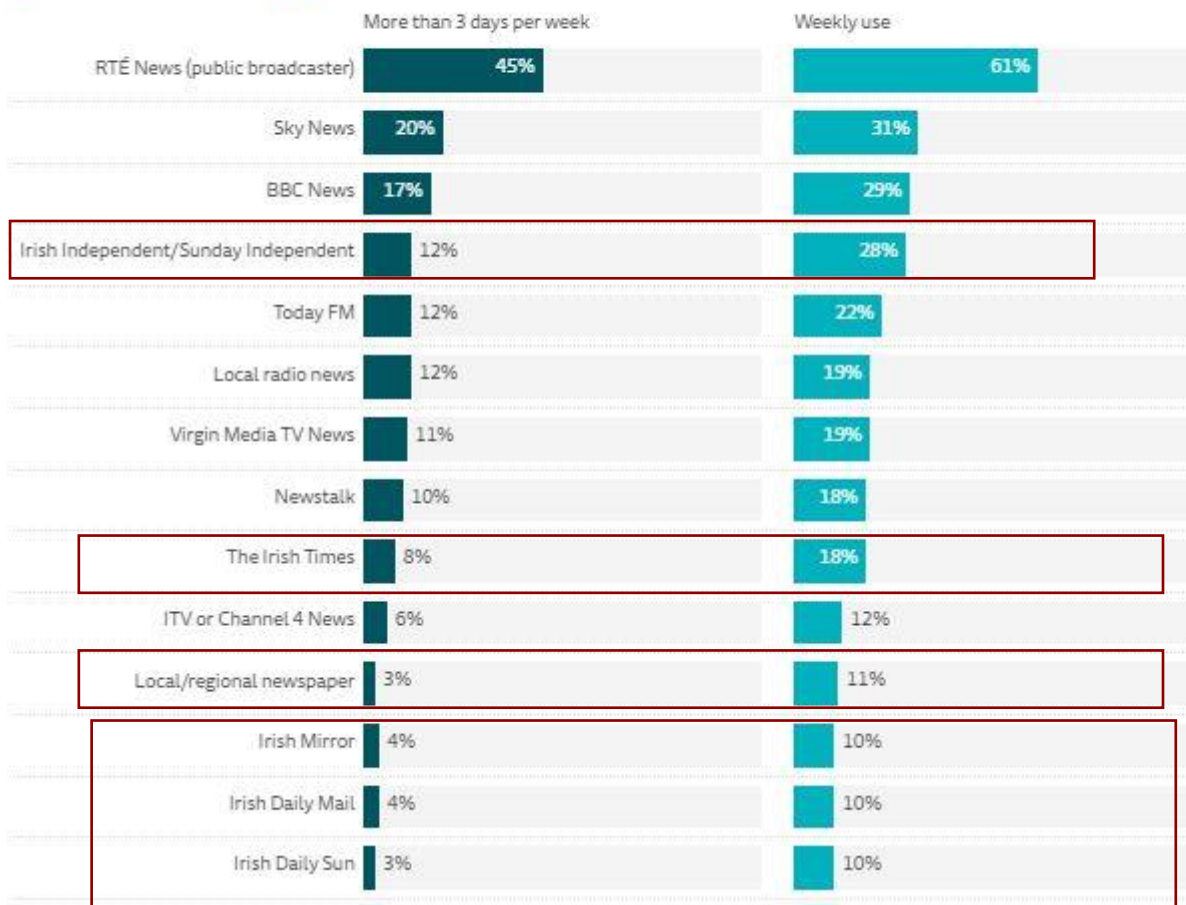
TOP PRINT TITLES: IRISH INDEPENDENT IS THE COUNTRY'S MOST READ PAPER

TOP BRANDS - WEEKLY REACH

TV, RADIO, PRINT

Ireland

More than 3 days per week Weekly use



Irish Independent 

Sunday Independent

Irish Daily Mail

 THE IRISH TIMES





Print Consumption

TOP PRINT TITLES



Irish Independent **Circulation: 87,673**

The Irish Independent is Ireland's largest-selling daily newspaper, published in both compact and broadsheet formats. It is a core publication of Independent News and Media.



Sunday Independent **Circulation: 176,580**

The Sunday Independent is a broadsheet Sunday newspaper published in the Republic of Ireland by Independent News and is the biggest selling Irish Sunday newspaper. It is published in five sections: News, Sport, Business, Property, and Living, as well as a magazine section.



Irish Time **Circulation: 60,352**

The Irish Times was established in 1859. The Irish Times reports news from throughout Ireland as well as from a comprehensive network of foreign correspondents, as well as sports and business coverage, features and arts sections, lifestyle, jobs and property.



Irish Daily Mail **Circulation: 25,205**

The Irish Daily Mail is a newspaper published in Ireland and Northern Ireland by DMG Media. It serves readers with news, showbiz, features and investigations.

Digital Consumption

THE NUMBER OF INTERNET USERS IN IRELAND INCREASED BY 5.7% BETWEEN 2020 AND 2021



Digital Consumption

IRISH SPEND MOST OF THEIR TIME ON YOUTUBE

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



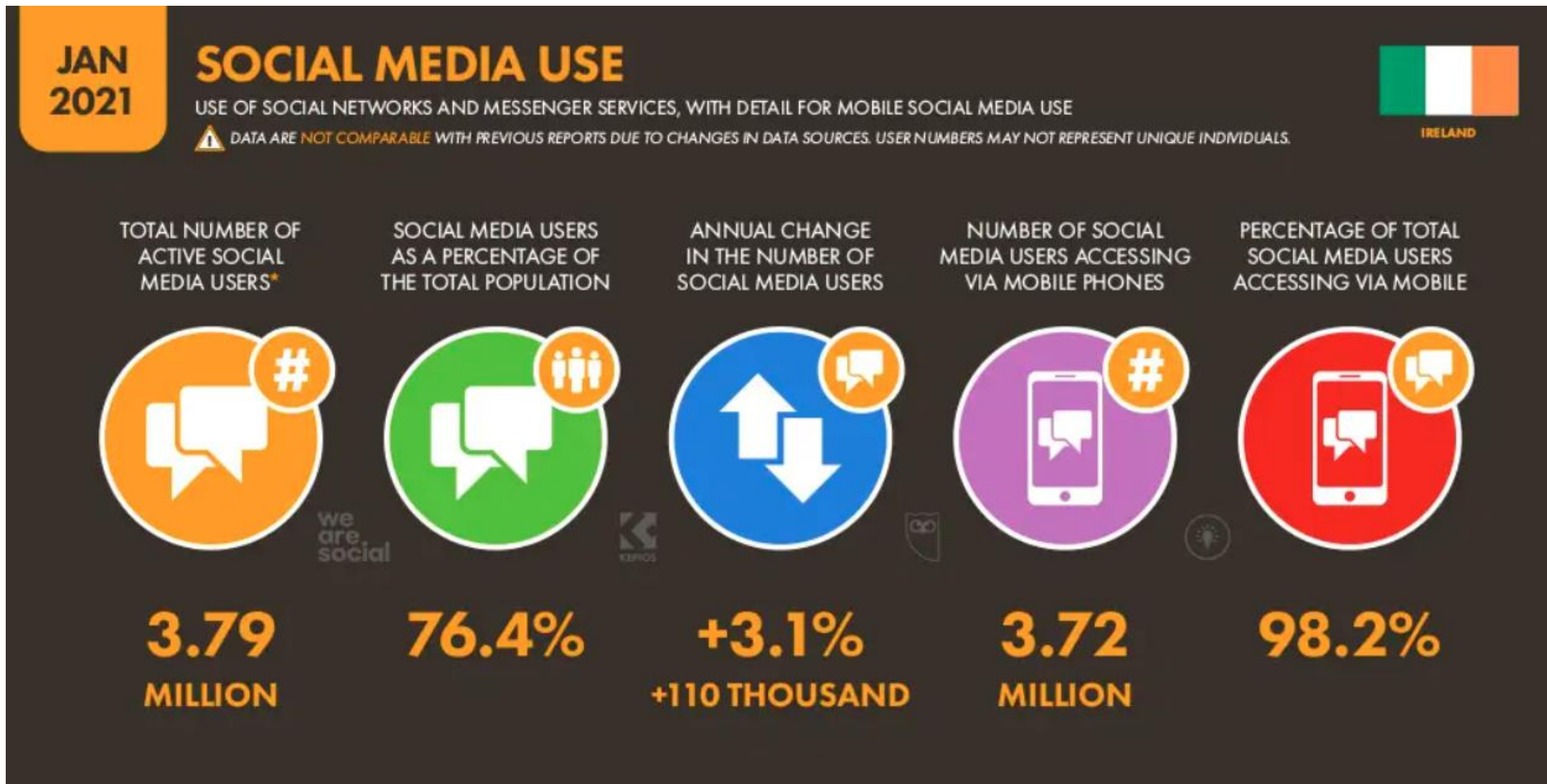
IRELAND

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	272M	6.01M	11M 46S	8.4
02	YOUTUBE.COM	88.8M	4.17M	21M 19S	11.2
03	FACEBOOK.COM	65.0M	4.26M	9M 37S	7.0
04	GOOGLE.IE	23.3M	1.75M	8M 20S	8.6
05	TWITTER.COM	23.2M	2.88M	10M 37S	9.4
06	WIKIPEDIA.ORG	22.2M	3.38M	4M 25S	3.0
07	RTE.IE	21.7M	2.91M	3M 01S	2.6
08	IRISHTIMES.COM	14.9M	2.68M	2M 26S	2.4
09	AMAZON.CO.UK	14.8M	2.86M	7M 29S	9.2
10	INSTAGRAM.COM	14.0M	2.30M	6M 28S	10.4

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	PORNHUB.COM	13.2M	1.58M	9M 23S	6.9
12	NETFLIX.COM	11.9M	1.10M	10M 38S	4.3
13	INDEPENDENT.IE	11.1M	1.92M	3M 08S	2.2
14	BBC.COM	11.0M	1.68M	5M 02S	2.8
15	REDDIT.COM	10.6M	1.40M	10M 39S	6.5
16	THEJOURNAL.IE	9.68M	1.91M	3M 12S	1.9
17	LIVE.COM	9.12M	882K	9M 18S	6.6
18	YAHOO.COM	8.60M	1.13M	7M 13S	5.2
19	XVIDEOS.COM	8.33M	1.04M	13M 07S	9.9
20	XNXX.COM	7.98M	1.03M	12M 36S	11.6

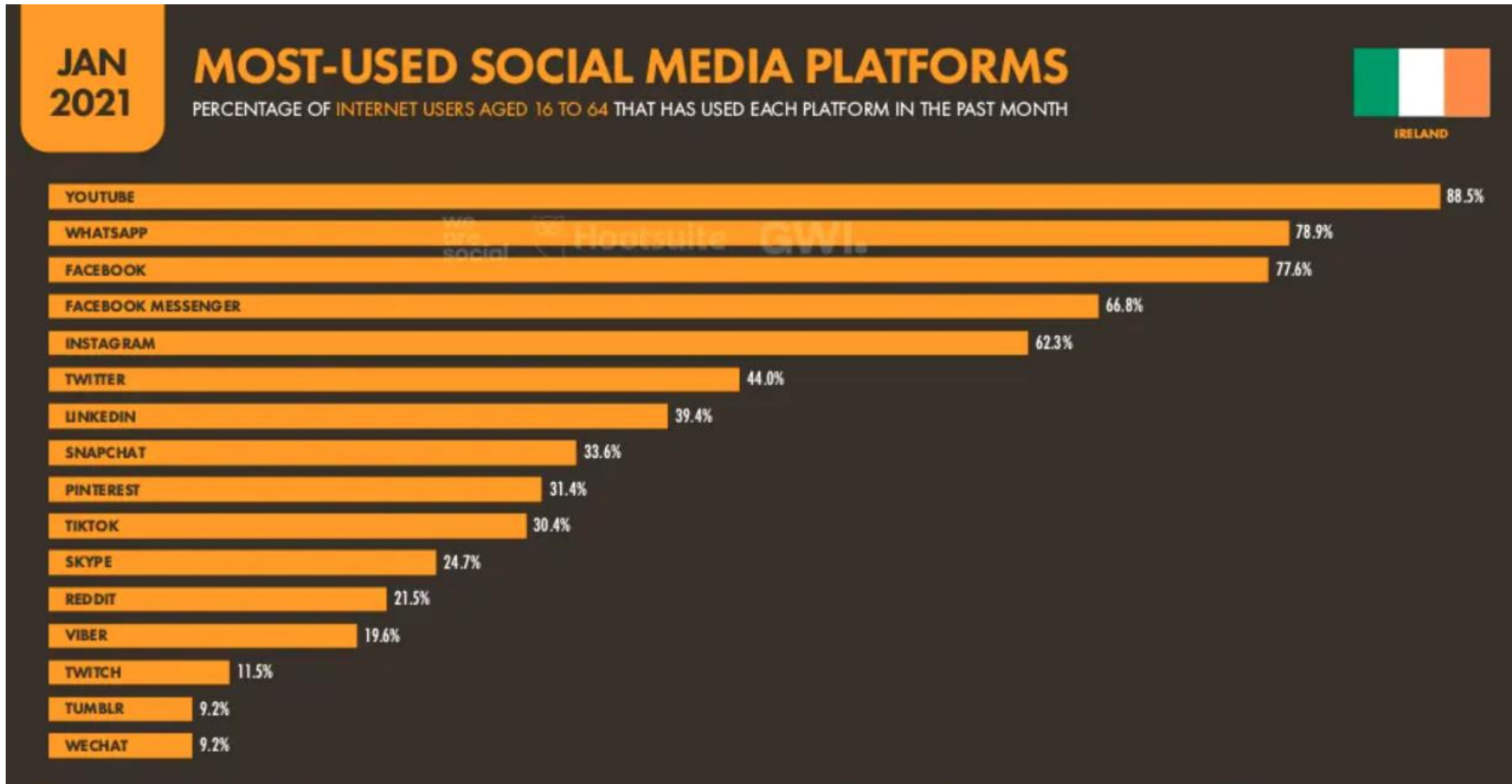
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN IRELAND INCREASED BY 3.1% BETWEEN 2020 AND 2021



Digital Consumption

YOUTUBE, FOLLOWED BY WHATSAPP WERE THE MOST CONSUMED SOCIAL MEDIA PLATFORMS



Outdoor Sites

IRELAND



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